CEC Entertainment

Chuck E Focus

Pico Rivera's Party Platters

Have A Magical Day

January 11, 2008

Just wanted to thank the wonderful cast members here at the Pico Rivera CEC. During the past months we challenged ourselves in suggestive selling the party platters to every guest that walked through the doors and at the party tables. Here is the actual totals of their accomplishments.

In September of 07 we sold 186 Platters.
In October of 07 we sold 197.
In November of 07 we sold 206.
In December of 07 we sold 332.



It is the second week in the period 1 and we are currently at 105 Platters. Outstanding!!!

I know other stores are challenged as well and we all push suggestive sell, but just wanted to acknowledge our cast members for their performance, GREAT TEAM WORK" Remember their is no "I" in TEAM. Lets keep moving FORWARD."

GM Juan Carlos Duarte
DM Tim Kerum
RVP Mike Boyko
CEC #440 Pico Rivera





Nothing is a waste of time if you use the experience wisely.

-Auguste Rodin

Inside this issue:

Excellent experience. Restaurant was clean and well maintained. Food served hot and well prepared. Staff was friendly and helpful. Most importantly were the smiles on the faces of the three happy kids in our party. Keep up the good work and the management and staff of this location deserve to be praised.

Ventura, CA
Loc# 453



Western Region:
Mike Boyko-RVP
Ken Rader-DM
Adam Shafran-GM

Location	Volume
1. Bell/Los Ang, CA #446	$97,363
2. Skokie, IL #456	$85,707
3. Ventura, CA #453	$79,962
4. Sun Valley, CA #418	$79,210
5. Eugene, OR #659	$78,056
6. Torrance, CA #465	$77,286
7. Brooklyn, NY #522	$74,839
8. New Orleans/Vets, LA #716	$72,222
9. Rogers, AR #669	$70,607
10. Kendall, FL #438	$70,282

Location	Increase
1. Fairview Hts, IL #916	71.0%
2. North West HWY/OKC, OK #889	62.7%
3. Fort Smith, AR #301	56.6%
4. Waco, TX #856	50.4%
5. Kokomo, IN #341	48.2%
6. Midland, TX #928	42.5%
7. Las Vegas, NV #315	40.1%
8. Kelso, WA #627	39.7%
9. Burlington, WA #338	31.3%
10. Wichita, KS #962	30.1%

WEEK 1



Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you.

-Carl Sandburg

Compliments

Southwest
038,301,599

Northern
452,479,481,487,541,849

Southeast
062,074,117,617,637,722

Western
339,362,407,453

Midwest
678

Complaints

Southwest
081,098,115,575,584(2),595(2),668,716,733,853(2),949,962

Northern
464,468,480,487,489, 496(2),505,513,520,524,527,651, 648(2)

Southeast
050,068,084,403,437,450 (2),474,560,652,681(2) 719,720,759,939,954

Western
406,407,421,440

Midwest
096,561,678,738,832,835,846, 931,971

Last night my family celebrated my son Noah's birthday at Chuck E. Cheese. We live 30 minutes away, but it was the only place he wanted to go. He was diagnosed with Autism 3 years ago and sometimes going to a place with so much activity can be a bit over-stimulating, but he does pretty good for a short time.
I thought I had made a reservation for the evening through the internet but when my family arrived we were shown that the reservation made was for the next evening. The manager (in a yellow shirt) was very kind and started to put things together for us with a party planner - Kelly. Soon my family was well tended for and happy.
I thanked the manager for her great help, kind staff, and how my son's 9th birthday would definitely be a memory for him and the rest of our family. Please give regards to Benji who helped at the front, Kelly our party helper, and "Yellow Shirt Manager" who was gracious through the whole way.
We do not come as often as we would like living so far away, but we will continue to keep coming whenever we can. Thank you Chuck E. Cheese Cedar Rapids and your wonderful staff!

The food was delicious too!

Cedar Rapids, IA
Loc# 956
Midwest Region:
Randy Forsythe-RVP
Mike Graeber-DM
Todd Canfield-GM
Kelly-Party Planner
"Benji"-Kid Check



Magical Hospitality

I just want to let someone from your corporate office know what a great job your management team in the Deptford store is doing! This is the third time I have been at this location and each time I found the salad bar fresh and well stocked. The rest rooms were always clean, the machines were all operating and the general manager who stamped our hand, was so personable and helpful. We love CHUCK E CHEESE!!

Deptford, NJ
Loc# 481
Northern Region:
Don May-RVP
Mike Heuston-DM
Anthony Revello-GM

I had reported a several of issues that we experienced on our last visit to this store. You were so kind to send out a gift card to help to make up for the bad experience. Well we use the card on 12/30/07.I glad to report that our visit this time was much more enjoyable. I was also very glad to see that you all now tag the token slots on the games and rides with a tag to where you can not place the token in them when out of order. The same manger was on duty that was there the last visit and he was much more pleasant this time around. Thanks once again.
Tammie Myles

Hickory Hollow, TN
Loc# 074
Southeast Region:
Mark Wallace-RVP
Jim Hamblen-AD
Telisha Biles-GM

My name is Karen Russell, I was at Chuck E Cheese on New Year's Eve. The store was getting ready to close and me and my family were at kid check waiting for some one to come check us out. There were only 3 employees in the store at that time, each one helping another guest. After waiting a while I just decide to leave, and as I was opening the rope thing they have placed at kid check, Rogelio Aguirre, an off duty employee walked in and noticed we were leavening unchecked. He looked around to see where everyone was at and just deiced to take action! He asked me and my family for our left hands! I was kind of in shock; I knew him from previous visits to Chuck E Cheese's and I didn't think he noticed me. He showed an awesome example of customer service. You don't always get this kind of treatment or hospitality, especially from an off duty worker! That's why I think that young man deserves some recognition.
Sincerely Karen Russell

Joliet, IL Loc# 678
Midwest Region:
Randy Forsythe-RVP
Melissa Murphy-GM
Rogelio Aguirre-Cast Member

RISK factor



If you want work well done, select a busy man - the other kind has no time.

~Elbert Hubbard



GUEST - INCIDENT/ACCIDENT REPORTING PROCEDURES

1-877-232-2524

***ALL* - incidents and accidents, no matter how trivial, MUST be reported to 1-877-232-2524 in accordance with these procedures:**

What is a Guest incident? Any incident, illness or injury involving a Guest (i.e. altercations, bodily injury, damage or loss of Guest's property, parking lot slip/falls, vandalized

Any Incident where the police are called to the store MUST be reported.

- **Take care of the Guest--call 911 if an emergency.**
- **Using a 3x5 card - Get names, addresses, and telephone numbers of Guests & any witnesses.**
- **Also interview any Cast Members in the area of the restaurant appropriate to the alleged incident/accident.**
- **Be sure to keep any alleged foreign object in food, faulty equipment, etc. as evidence.**
- **Do NOT admit fault, Do NOT assume liability, & Do NOT authorize medical payments.**
- **Tell the Guest that you will report the incident (remember this is a paperless process, there is no report to fill out or to give to the guest – it is all done electronically).**
- **And if needed or requested, advise the Guest they will be contacted within 2 business days to discuss the incident/accident. If the Guest has questions, have them call RISK management @ 972-258-5522.**
- **All Guest injuries/incidents must be reported directly to 1-877–232-2524.**
- **Service is 24 hours a day, 7 days a week. Call to report the claim within 24 hours.**
- **On the call you will be asked a series of questions about the incident. Answer the questions to the best of your knowledge. At the end of the call you will receive next step instructions.**
- **If in doubt -- contact RISK management @ 972-258-5522.**

20C Wonka Fruit Chews

Order thru **McLane**
Item #: 337998
Case Pack: 1600ea

** Use all your current 20C inventory before starting the Wonka Fruit Chews

** Do not over order. One case, 1600ea = 11+ gross.



60C Airheads

Order thru **McLane (as of Mon 1/14)**
Item #: 847574 & 109264
Case Pack: 432ea

** Use all your current 60C inventory before starting the Airheads.

** You will need to order both flavors (there are two item #).





Time flies like an arrow, fruit flies like a banana.

-Groucho Marx

200C Crayon Carrier with Clip Now

200A

Move all of your Crayon Carriers to your 200A inventory once you receive your next 200C.



"Birthday Extravaganza"







We are so excited to include a brand new Bday Live Show for your location! Utilizing this new Bday Live Show eliminates the need for an additional 'live show' during your birthday parties! It's our way of making the whole birthday experience more special for our birthday stars! That's right…when using Chuck E's Bday Extravaganza, we don't do any other live shows. Now, here's a basic outline of what should happen during this new Bday Live Show…along with run times of each event:

Countdown (duration- 2 or 5 min…you choose): When you choose to do the Bday Extravaganza, the first thing that happens is a countdown. This is to buy you time to gather all of the Birthday Stars together somewhere in the show room (if a small group, have their friends/family join you). You are prepping for a parade in the show room with Chuck E. Cheese himself! Please note: it's helpful to have Chuck out and in place before the end of the countdown. Oh, yes…you have a choice between a 2 min and a 5 min countdown.

Bday march (duration- 1 minute): Once the countdown is over, it's time to march your bday stars behind Chuck E! You'll hear the announcer introducing the show and Mr. Cheese, and then the music will kick in for your march. Have a BIG time! Clap your hands…get the kids hooping and hollering…this is a PARTY! By the end of this one minute march you'll need to have your bday stars in their seats and all cast members (including Chuck) in place for your performance!

Bday star song (duration- 1 minute, 5 secs): Here is where you and your team get to show off your Bday Star choreography! Remember, you're putting on a show for the Bday Stars!

Bday star recognition (duration- 50 secs): At this point you'll hear the announcer speaking to the bday kids to stand up "Chuck E's has something special just for you!" After the announcer, have a chosen cast member address the bday stars and have them stand up…call them out by name (use your microphone if you have one in the show room). Let's present them with a Bday Crown at this point in the show. The point is to make them feel extra special! Get everyone to give them a big round of applause! This is also the section where you will light their candles (do this while your 'spokesperson' does the announcing).

Sing happy birthday (Duration- 35 secs): At this point you should have all bday candles lit, the kids back in their seats, along with all your team back in position to sing Happy Birthday. The Bday stars will blow out their candles here (you'll hear the cue in the soundtrack).

Pick my left pocket of its silver dime, but spare the right - it holds my golden time!
~Oliver Wendell Holmes

Watches are so named as a reminder - if you don't watch carefully what you do with your time, it will slip away from you.

~Drew Sirtors

Big ending and photo op (duration- 30 secs): Still in place from singing Happy Birthday, the Bday Star song will finish up. Make it a big finale! Also, encourage photos from the parents at this pointJ

Well, that's a quick rundown of how the show looks. We're working on a training video to follow up with you guys. Our main goal in December is to get you comfortable with the new Bday Extravaganza. Again, when utilizing this song you will NOT be performing an additional live show for Bday parties.

Thanks for all you do for Chuck E. Cheese's. You're doing a great job and we wouldn't be here without you. If you've got any questions in regard to the new Bday Extravaganza, please do not hesitate to speak to your DM or give me a call at 972-258-5612. I'll be happy to help you out in any way I can.

Thanks,

Robert Gotcher
Director of Entertainment
rgotcher@cecentertainment.com



Hokey Pokey no longer Valid

Hey, everyone! Glad you all made good use of the Hokey Pokey in 2007. Just a reminder...that show is no longer valid (in other words, we paid to use it in 2008 and now that license is up). Please make use of the new 2008 Road Show CD that we sent you...complete with the Chicken Dance...and send us your old Road Show CD. Please mark your store # on the disc so we can make note of your return.

Thanks!

Robert Gotcher
Director of Entertainment

Time is the longest distance between two places.

~Tennessee Williams

Time is what we want most, but what we use worst.

~Willaim Penn

It's a strange thing, but when you are dreading something, and would give anything to slow down time, it has a disobliging habit of speeding up.

~J.K. Rowling, "The Hungarian Horntail," *Harry Potter and the Goblet of Fire*, 2000



The Future is something which everyone reaches at the rate of sixty minutes an hour, whatever he does, whoever he is.
~C.S. Lewis

Job Postings

Remember to check our Website

www.cec-careers.com

For any available positions both in the corporate office and in the field.

Last Aug my grandson Grant Upston had his Birthday party at the Rockwall location. The manager and staff were great!!! Grant loves to go to Chuck E Cheese but this is hard because Grant has cancer. The manger was so great giving him extra tokens and making sure that he had a great time. Grant has had 13 chemo treatments and 5 week of radiation. He will have his last chemo treatment on Jan 10, 2008. I know that it has been a few months but I just wanted you to know how the staff in Rockwall made his birthday great. Please pass this along to them. We are planning a party for Grant as soon as he is finished with this last treatment.

Thank you
Karol Chesser
One Happy Grandma

Rockwall, TX Loc# 038
Southwest Region:
Danny Dickson-RVP
Eric Bargas-DM
Nick Gonzalez-GM



How long a minute is, depends on which side of the bathroom door you're on.

~Zall's Second Law

Current GM Positions

Decatur, AL # 701
La Mesa, CA # 405
Waterbury, CT # 463
Orlando, FL # 718
Batavia, IL # 349
Chicago (Kedzie), IL # 063
Louisville, KY # 111
Rochester, NY # 517
Beaumont, TX # 930



Technical Support Department

571 Symetrix Settings and Calibration



The 571 Symetrix is used to automatically adjust the volume in the showroom based on the volume of noise created by the guest in the showroom. There is one or in some location two sense microphones located in the showroom ceiling that monitors the ambient noise created in the showroom. If your Symetrix is not calibrated properly your audio system may not function as well as it should. Below are instructions on how to calibrate your Symetrix properly and the correct settings for the Symetrix.

1. You must have a Realistic Sound Meter Radio Shack Part # 332-2050 or CEC Parts part # SM-0001. Have the meter set to “C” weight and “slow” response. It is best to calibrate before opening and there should be no one in the showroom
2. Set your showroom amp volume to 75%. If you have a Bose system, set your Bose speaker channel to 7 and your Sub base channel to 5. You are now ready to Calibrate.
3. Have someone stand in the middle of the showroom with the sound meter parallel to the ground and at chest level. Set the sound meter range to 70db.
4. Start your Show and during the intermission period between shows begin the calibration by pressing the **“mode”** button on the symetrix once. The **“Min”** led should then light up and you now can begin to adjust the **“Min”** volume pot for the minimum sound level. The person in the showroom should signal you when the sound meter reads between +2 and + 4 db. Once you have that, no longer adjust the **“Min”** pot for 8 seconds while the symetrix saves your setting. After 8 seconds the **“Min”** led will go off and the **“Max”** led will light up.
5. The person in the middle of the showroom now needs to change the range on the sound meter from 70db to 90db. Now using the “Max” potentiometer, adjust the maximum setting for your showroom until the person in the showroom signals you that the reading on the sound meter (with the range at 90db) is between +2 and +4db. Once you have that, no longer adjust the **“MAX”** pot for 8 seconds while the symetrix saves your setting. The **“Max”** led will then turn off and the symetrix will return to normal operation.

During calibration the symetrix must have an audio signal at all times or it will go into error mode.

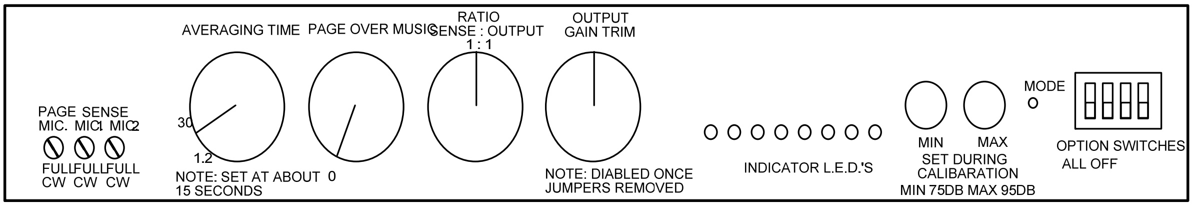
Following the above steps will you have a more enjoyable experience by your guest.

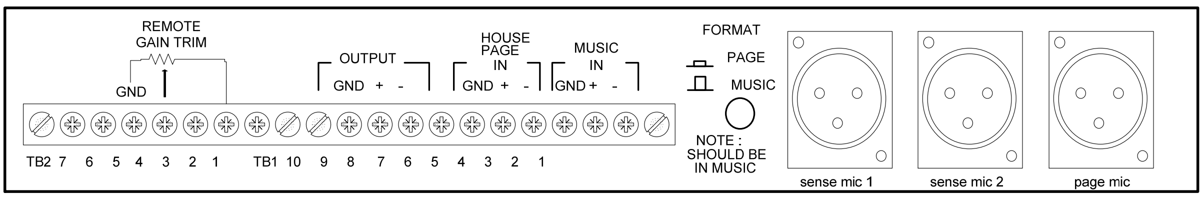
If you have any questions please call your Regional Tech or Technical Support at 785 862 6002.

There is one kind of robber whom the law does not strike at, and who steals what is most precious to men: time. ~Napoleon I, *Maxims*, 1815



Master Symetrix 571 SPL Settings

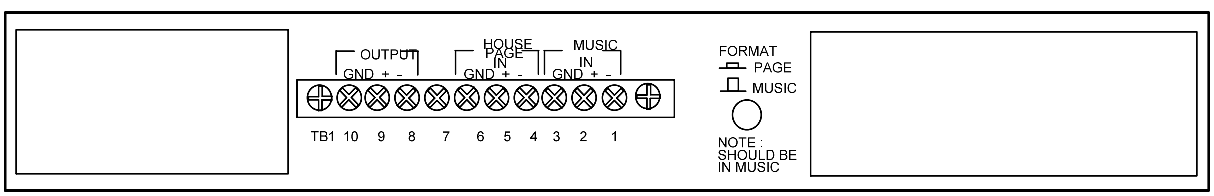




Slave Symetrix 571 S Settings



Rear View Of Slave Symetrix





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CHUCK E. FOCUS - JANUARY 2008 ISSUE

(ONE ISSUE - 1/11/08)

Date of Origin: 2008
Archived: 1-20-13
Submission by Steve
Version 1.0